

Heritage and Urban Life in Aluminum

GeerHouse
Durham, NC

Project:	GeerHouse
Project Location:	Durham, North Carolina
Use:	Private mixed-use apartment
Architect:	Studio Twentyseven
Product:	MX-1, MX-3, MX-4, MX-6, MX-8, MX-9 and MX-10
Product:	Over 58,000 sq ft



A New Identity for Durham: Blending Heritage and Modern Living

Located at the corner of Rigsbee Avenue and W. Geer Street, **GeerHouse** symbolizes urban revitalization in Durham, North Carolina. Surrounded by historic warehouses and the iconic Motorco Music Hall, the project reflects the city's transformation from an industrial hub into a vibrant cultural center. Designed by **Studio 27 Twentyseven**, the development pays tribute to Durham's architectural roots while shaping a new visual identity for its growing community.

Morin's Matrix panels were essential in bringing this vision to life. The combination of different panels adds geometric rhythm, depth, and contrast to the façade, reflecting the industrial heritage of the neighborhood. Through the interplay of light, shadow, and texture, **GeerHouse** becomes more than a residence, it becomes a canvas celebrating connection, creativity, and contemporary urban living.

Designing for Connection

At the heart of **GeerHouse** lies the desire to create spaces that foster community. Beyond its striking exterior, the project integrates functionality with lifestyle: communal lounges, huddle rooms, a demonstration kitchen, and fitness areas connect residents to each other and to the culture of Durham.

Morin's Matrix system supported this mission by enabling seamless integration of functional components into the façade design. Through perforated and solid panels, the architects achieved a continuous, cohesive surface that balances ventilation needs with aesthetic intent. The result is a façade that performs as beautifully as it appears, a reflection of design that values both form and function.

Crafted with Precision

Over 58,000 sq. ft. of Morin aluminum panels were applied to the **GeerHouse** façade, creating a dynamic visual rhythm that changes throughout the day. The precision-fit **Matrix profiles** ensure smooth transitions across the building's varying geometries while maintaining consistent alignment and proportion.

Durable, efficient, and expressive, the façade transforms natural light into motion, a living surface that mirrors the creative pulse of Durham. Through thoughtful detailing and modern materials, **GeerHouse** stands as a testament to the city's evolution, bridging craftsmanship, community, and contemporary design.



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